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AUGUST 1, 1988

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

TELCO BAN MAY FALL

USA TOUTS MADE-FOR DEAL

SPOTTING CABLE ON SPOT

AD SALES THE ADI WAY

SYNDEX RULES UNVEILED

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CableVision

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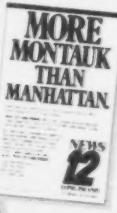
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A pre-conference pow-wow for Cable Television Administration and Marketing Society leaders—(from left to right) conference chair David Van Valkenburg, president Margaret Durborow and chairman Rod Thole. Photo by Candace Drake

COVER STORY

Big cities, hot topics 36
CTAM members gathering in Boston this week will be confronted by an agenda that makes clear that cable's marketing future lies in the big cities amid a period of dicey developments. In a roundtable discussion, conference chairman David Van Valkenburg, CTAM President Margaret Durborow and chairman Rod Thole assess the risks and rewards.

Let reason rule in the telco debate

A few years ago, some high officials at the government's nuclear research labs in Albuquerque, N.M., approached the local cable operator with a problem and a request. It seems that some scientists working at the top-secret research center often would take work home with them, or they would awake at night with ideas. These scientists had home computers, and could work from home when need be, but telephone lines weren't technically capable of providing the necessary on-line connections with the center's mainframe computer.

Could the cable operator, who did have the requisite transmission capacity, provide a dedicated computer link for the scientists?

Yes, he could; and he did, providing a useful if unprofitable service in support of the nation's defense program, until the telco got wind of it.

Southwestern Bell complained to the state's telephone regulatory commission, which ruled against the cable operator. The scientists were cut off.

There are many other such examples of innovative uses of cable technology squelched by the Bell companies (we will not here even touch on the issue of pole attachment rates, a scandal that required Congress to correct). And it's likely that most or all of them will be resurrected in the coming debate over the Federal Communication Commission's proposal to make it easier for the Bell companies to offer cable service in their service areas (see story, p.12).

One would expect that, like Mark Twain's cat and the hot stove, the cable industry—having been burned not once but several times—would be rabid in its opposition to even limited entry into the business by the Bell companies.

Many, if not most, cable executives are adamantly opposed to any change in the current cross-ownership rules. They sense a dire threat to the asset base of the cable industry, and take no comfort in FCC assurances that audits by government bureaucrats would prevent destabilizing telco cross-subsidies.

But two cable visionaries see things differently. Bill Daniels and John Malone, if we properly understand their positions, take the view that at least some Baby Bell entry would not be detrimental to the cable business, if done carefully.

TCI apparently perceives the desire by some Bell companies, particularly Pacific Telesis, to get into cable as a business opportunity too good to pass up. Elder statesman Daniels takes the more pragmatic view that, because technology and the information demands of society are driving the two wired media inexorably closer, it will benefit cable to lay aside its fears, acknowledge the inevitable and begin structuring business partnerships.

A common thread in both views is that, if one accepts that Bell entry into cable is a matter of when, not if, it would be better to deal from a position of strength now in structuring those relationships than to have terms dictated to cable after the horse is out of the barn.

For what it is worth, we will reserve judgment for the moment but we do pledge to provide as much information on the debate as possible. We urge everyone in the cable industry to listen carefully to the wise counsel of the NCTA. And if you haven't already, you should read the June issue of *The Daniels Letter* entitled "Let the Dialogue Begin."

Finally, in our view it is incumbent on the Baby Bell executives to give some signal as to what their true intentions are. Meetings between leaders at the highest levels of both industries should take place. Until the cable industry has some firm idea as to what the Bells want, it is understandable that many will fear the worst.

—Steve Tuttle
Editor, Associate Publisher



CableVision

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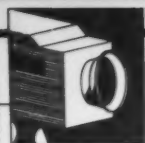
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ABP V BPA



VC tests PPV niche with auto race

By Wayne Friedman

Pay-per-view service Viewer's Choice is about to find out whether the fast lane is the right lane to carve out another sports programming niche.

This past week Viewer's Choice ran the AC Spark Plug 500 race live from the Pocono International Raceway. The July 24 event was the first ever continuously televised car racing event.

Not all the numbers are in yet, but whether VC offers another race depends on some conservative expectations, says President Scott Kurnit. He estimates the race will get a 1.5 percent buy rate over a potential seven million addressable universe. That's 105,000 buys. "I'm about to find out how dedicated (racing fans) are," says Kurnit.

In looking at network-aired racing events which can average about a 4 rating, Kurnit estimates that half of that audience—approximately 175,000 households—are true race fans who would rather see a race without interruptions. In a normal race covered by a broadcast network, commercials

interrupt the continuity for viewers in following the leaders and also, unfortunately, in witnessing any crashes, says Kurnit.

Who makes money on the race? Kurnit says cable operators will get into the black. As for Viewer's Choice, Kurnit walks the fence. "I could lose money," but he also could make some.

That forces the question, can smaller-scale events such as car races be profitable in PPV? "The answer is definitely yes," say Bruce Karpas, senior vice president of RME Productions, a unit of Reiss Media Enterprises, which runs the rival PPV service Request Television. "You can do very well with 2 percent buy rates." But, adds Karpas, "the event has to be special."

Viewer's Choice sold the AC Spark Plug race to other PPV services, including Home Premiere Television and Cable Video Store, plus individual cable systems, including some that also carry the Request service. The race will be repackaged for syndication. Viewer's Choice will participate in revenues of these aftermarket rights. ■

ESPN eyes wildlife shows as NHL sub

ESPN lost a chunk of programming when the National Hockey League was lured by a \$50 million SportsChannel America deal. What will take hockey's place? Loren Matthews, vice president of programming for ESPN, says he's exploring a number of ideas, including wildlife and nature shows.

Because its Saturday morning fishing and hunting shows do fairly well, Matthews says ESPN has been considering promoting the genre to more lucrative dayparts. "It has a very loyal audience," he says. "We'll see if it's ready for primetime."

Matthews, who says those shows have been doing low 1 ratings, is also considering what the network calls "all-American events." Those include the narrowest of targeted programs, like rattlesnake hunts and lumberjack contests.

He also points out that because hockey preempted some boxing and Arena Football programming, those reinstated events will help fill in the blanks next year.

Although the hockey season starts in the fourth quarter, the bulk of

	Date	Program	Net	Rating	Homes
1.	7/14	Baseball: Braves-Mets	TBS	3.3	1,494,000
2.	7/16	Baseball: Braves-Mets	TBS	3.2	1,467,000
3.	7/15	Baseball: Braves-Mets	TBS	2.9	1,300,000
4.	7/17	Baseball: Braves-Mets	TBS	2.5	1,115,000
5.	7/11	Old Timer's Baseball Classic	ESPN	2.4	1,169,000
6.	7/13	Baseball: Triple A All-Star Game	ESPN	2.1	1,004,000
7.	7/14	Thurs. Nights Fights: Kearney-Taylor	USA	1.9	836,000
8.	7/17	LPGA Golf Boston Five Classic	ESPN	1.8	860,000
9.	7/11	SuperBouts: Leonard-Hagler	ESPN	1.8	860,000
10.	7/15	Top Rank Boxing: Blake-Lopez	ESPN	1.8	860,000

Source: Nielsen HomeVideo Index

ESPN's NHL games were seen in the first and second quarters, so there isn't any need for wholesale programming moves just yet. Matthews did, however, hint that some programs would be moved around to take advantage of the high HUT (homes using television) Tuesday nights, which usually includes an NHL game.

Last season ESPN aired eight games in the fourth quarter, 25 in the first quarter, and the valuable 37 Stanley Cup playoff contests in April and May. The Stanley Cup grabbed a 1.7 Nielsen Homevideo Index rating, up 13 percent from the year before. The regular season games posted a 0.8, down 13 percent from the year before. ■

■ Greater Media Cable in Philadelphia has introduced "Split Screen Viewing," in which one channel carries four separate video feeds. Aimed at sports fans, the service allows simultaneous viewing of four games, with audio alternating among the feeds every 20 seconds. Through a wireless remote control unit, subscribers can switch to the channel and catch different games in progress, or turn to the game of choice on its regular designated spot on the system. Cable SportsTracker, the text service of scores and trivia, will be programmed when three games are running. Greater Media basic subscribers will get the channel at no extra charge.

PROGRAMMING/**Pay-Per-View Supply Chart**

August

Action Jackson (8/1)
MPAA Rating: R Running Time: 95.58 mins.
Cast: Carl Weathers, Vanity.

Source

Lorimar

Brain Damage (8/11)
MPAA Rating: R Running Time: 84 mins.
Cast: Rich Herbst, Gordon McDonald, Jennifer Lowry.

Paramount

Bugs Bunny Superstar (8/1)
MPAA Rating: G Running Time: 91 mins.
Cast: Animated.

MGM/UA

D.O.A. (8/18)
MPAA Rating: R Running Time: 96 mins.
Cast: Dennis Quaid, Meg Ryan.

Touchstone

Eddie Murphy "Raw" (8/11)
MPAA Rating: R Running Time: 91 mins.
Cast: Eddie Murphy.

Paramount

Full Metal Jacket (8/3)
MPAA Rating: R Running Time: 116 mins.
Cast: Matthew Modine, Adam Baldwin, Vincent D'Onofrio.

Warner Bros.

Hello Mary Lou: Prom Night II (8/1)
MPAA Rating: R Running Time: 96 mins.
Cast: Michael Ironside, Wendy Lyon.

S. Goldwyn

High Tide (8/30)
MPAA Rating: PG-13 Running Time: 104 mins.
Cast: Judy Davis, Jan Adale.

HBO Enterprises

The Howling III (8/1)
MPAA Rating: PG-13 Running Time: 94 mins.
Cast: Barry Otto, Imogen Annesley, Max Fairchild.

Vestron

The Manchurian Candidate (8/19)
MPAA Rating: PG-13 Running Time: 128 mins.
Cast: Frank Sinatra, Laurence Harvey.

MGM/UA

Moving (8/34)
MPAA Rating: R Running Time: 89 mins.
Cast: Richard Pryor, Randy Quaid, Beverly Todd.

Warner Bros.

September (8/1)
MPAA Rating: PG Running Time: 82 mins.
Cast: Mia Farrow, Denholm Elliott, Diane Wiest, Jack Warden.

Orion

88 (8/1)
MPAA Rating: R Running Time: 99 mins.
Cast: Eric Larson, Sandor Teci, Robert Locke, Neil Young.

HBO Enterprises

A Tiger's Tale (8/11)
MPAA Rating: R Running Time: 91 mins.
Cast: Ann-Margaret, C. Thomas Howell, Charles Durning.

Paramount

The Trouble With Spies (8/1)
MPAA Rating: PG Running Time: 88 mins.
Cast: Donald Sutherland, Ruth Gordon, Lucy Gutteridge.

HBO Enterprises

Wall Street (8/1)
MPAA Rating: R Running Time: 126 mins.
Cast: Michael Douglas, Charlie Sheen, Daryl Hannah.

20th Century-Fox

You Can't Hurry Love (8/27)
MPAA Rating: R Running Time: 91 mins.
Cast: Sally Kellerman, Charles Grodin, Kristy McNichol.

Vestron

September

Source

Batteries Not Included (9/15)
MPAA Rating: PG Running Time: 102 mins.
Cast: Hume Cronyn, Jessica Tandy.

Universal

Coming Up Roses (9/1)
MPAA Rating: PG Running Time: 90 mins.
Cast: Dafydd Hywel, Iola Gregory.

Skouras

18 Again (9/15)
MPAA Rating: PG Running Time: 120 mins.
Cast: George Burns, Charlie Schlatter, Tony Roberts.

HBO Enterprises

Empire of the Sun (9/21)
MPAA Rating: PG Running Time: 152 mins.
Cast: John Malkovich, Miranda Richardson, Nigel Haver.

Warner Bros.

Half of Heaven (9/1)
MPAA Rating: NR Running Time: 124 mins.
Cast: Angela Molina.

Skouras

The Milagro Beanfield War (9/15)
MPAA Rating: R Running Time: 118 mins.
Cast: Sonia Braga, Ruben Blades, Melanie Griffith.

Universal

Planes, Trains and Automobiles (9/15)
MPAA Rating: R Running Time: 93 mins.
Cast: Steve Martin, John Candy.

Paramount

Police Academy 5: Assignment Miami Beach (9/28)
MPAA Rating: PG Running Time: 90 mins.
Cast: G.W. Bailey, Bubba Smith, Janet Jones.

Warner Bros.

Promised Land (9/17)
MPAA Rating: R Running Time: 96 mins.
Cast: Kiefer Sutherland, Tracy Pollan, Meg Ryan.

Vestron

Student Affairs (9/17)
MPAA Rating: * Running Time: 92 mins.
Cast: Louie Bonanno, Jim Abele.

Vestron

The Telephone (9/1)
MPAA Rating: R Running Time: 97 mins.
Cast: Whoopi Goldberg, Elliott Gould, John Hurt.

HBO Enterprises

Traxx (9/17)
MPAA Rating: R Running Time: 84 mins.
Cast: Shadon Stevens, Priscilla Barnes, Willard Push.

HBO Enterprises

White of the Eye (9/15)
MPAA Rating: R Running Time: 111 mins.
Cast: David Keith.

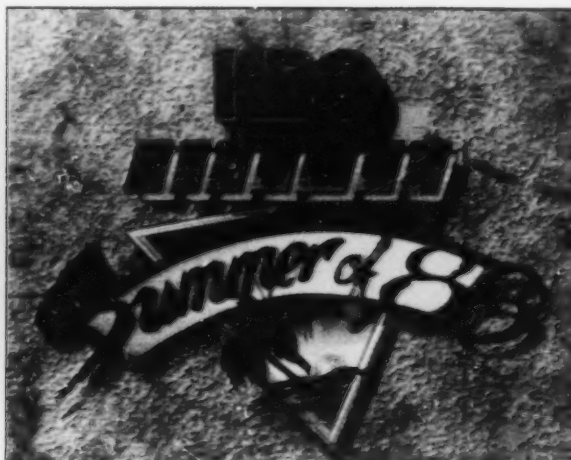
Paramount

Note: Running times are approximate.
NR indicates film not rated by MPAA.
* Unavailable at presstime.

Film information provided to International Thomson Communications Inc. by distributors.

Pay-Per-View Services Profile

	LAUNCH	DELIVERY	ENCRYPTION	PROGRAMMING	SUBSCRIBERS
Cable Video Store	April 1, 1986	Galaxy III, tr.5	VideoCipher II	Movies, how-to's, special events. 24 hours per day, ap prox. 50 titles per month	Available in systems serving 1,000,000 addressable subscribers
Home Premiere Television	December 4, 1987	Galaxy III, tr. 16	VideoCipher II	First-run movies, special events.	Available in systems serving 2,500,000 subs. (1.4 million addressable).
Playboy On Demand	September 1, 1987	Satcom IV, tr.24	VideoCipher II	Original Playboy programs and adult motion pictures.	Available in systems serving 1,000,000 addressable subscribers
Request Television	November 27, 1985	Galaxy I, tr. 12	VideoCipher II	Min. of four major motion pictures per week over 14-day cycle, special events	Available in systems serving 4 million subs. (2.8 million addressable).
Viewer's Choice	November 26, 1985	VC-1: Galaxy III, tr. 21. VC-2: Galaxy III, tr. 18	VideoCipher II	Channels I & II: First-run movies, special events	Available in systems serving over 3 million subs.
Zapl Movies	June 5, 1986	Spacenet II, tr.1,3,11,23	VideoCipher II	Channel 1: 2 movies per week, the newest and top-selling. Channel 2: Cult favorites, and top of the charts video store sellers. Channel 3: Additional plays of movies on 1 & 2 (frequency channel).	Available in systems serving 160,000 subs.(60,000 addressable).



Do we subscribe or not? That's the question one family faces while looking over an HBO program guide. One scene from the network's new Summer of '88 broadcast promo drive.

Spotting cable on spot

By Wayne Friedman

"It's kind of like putting a Ford display in a Chrysler showroom," says Gene McHugh, general sales manager of WATL-TV Atlanta. That's what happens when cable networks advertise on the broadcast networks or through national spot television.

Over the last few years, TV stations and networks needing every ad dollar possible overlooked the obvious competitive nature of cable, and accepted programmer ads as long as certain guidelines were adhered to. Now, it seems, the competitive drive is asserting itself, and some cable networks are either finding it tough to buy over-the-air time or are totally shut out of the station marketplace.

When cable networks go shopping for TV ad time, a major part of their campaigns involves buying national spot television. The spot market allows cable nets, much as other advertisers, to buy a select group of stations, say the Top 10 markets or stations in a specific region, that fit their individual marketing needs.

But this marketing opportunity is closing for some cable networks. Andrew Besch, vice president of marketing for USA Network, says that for the first time USA recently was turned away in attempting to buy spot televi-

For some programmers, buying national spot TV time can be difficult. For others, it's impossible.

sion. And the reason is no mystery, station executives say. With purchases of *Murder, She Wrote* and *Miami Vice*, the cable net is looking more like a national independent station, which puts it in direct competition with local TV outlets. "We got the door slammed rather soundly," Besch says.

USA Network tried to buy time on CBS affiliates in Dallas, San Francisco, Detroit and other markets to air program-specific, but not time-specific, ads for its costly *Murder, She Wrote* reruns due to premiere Oct. 3. The original episodes ran on the CBS Network. For *Miami Vice*, also to premiere on Oct. 3, the network tried the same strategy, planning a schedule of spots on NBC affiliates in Boston, Chicago, New York and Los Angeles, as well as other markets, which air *Vice*'s first-run episodes.

The strategy was simple in both cases. Promote the shows in major markets on affiliates where the original episodes ran. "We wanted to reach the *Vice* audience," says Besch. Also the *Murder, She Wrote* audience. Jim

Clayton, director of sales for CBS affiliate WJBK-TV Detroit, turned away USA's business because "We will not take ads of specific programs because that is in direct conflict (with the station)."

Besch hoped for exposure in the Top 20 markets to boost awareness of USA's two off-network properties to garner the most efficient use of marketing dollars. Aiming for markets outside the Top 20, says Besch, is an alternative but it's also more costly. Ray Johns, president of Seltel, a television sales rep that sells national spot, thinks the smaller market strategy can work. "TV stations are looking for revenue anyway they can," he says. "The majority of stations would entertain the idea."

No time for cable shows

At issue is the diverting nature of some cable program advertisements. No station would be happy airing, for example, a Lifetime ad telling viewers "Watch *Cagney and Lacey* tonight at 8 p.m." That is too direct, and could cause channel zapping. But ads promoting the cable program with no reference to channel and time, or ads which merely inform viewers about the

See **Spot**, page 44



Spot, from page 42

network in general, have been acceptable to stations.

Home Shopping Network has conformed to those standards. Last year HSN launched a major national spot blitz to market its shopping service. Because HSN doesn't have traditional programming blocks, the guidelines for airing HSN ads were stricter than just omitting day, date and time. Scott Campbell, vice president of affiliate relations for HSN, says it wasn't allowed to mention the channel number.

Of HSN's \$25 million spent on marketing last year, about 25 percent was devoted to TV spot advertising. This year Campbell says HSN will spend about the same. But it's not getting any easier. "We have a heck of a time getting clearance," says Campbell. "Now that we have broken the ice, it's good, but as we grow the less inclined they'll be to take us on as advertisers."

Ron Harris, vice president of advertising and promotion from Turner Broadcasting, also likes spot, but "it's getting harder" to purchase. Currently about 10 percent of his marketing budget goes into spot television. In years past, he had been able to spend up to 20 percent of his budget on spot. "There hasn't been a great deal of welcome" by stations, he says. Still, in marketing the new TNT service, spot

television dollars are in this year's budget.

Necessary Inefficiencies

For many cable networks, television still represents an effective way to increase viewership—either via broadcast networks, national spot, or on other cable networks. For some networks, the broader reach of over-the-air outlets enables them to tap into a bigger pool of potential viewers. But other programmers shy away from over-the-air advertising because of the waste. Many cable networks by design are structured for specific viewers; seeking network viewers—a broader audience mix—therefore can be inefficient.

A number of cable networks, especially basic nets, see that inefficiency

WE'D LIKE TO PUT A GIANT DISCOUNT STORE WHERE YOUR HOME IS.

It might be in your bedroom, kitchen, or study. Or even in your basement. But don't be alarmed. What is it? The giant discount store that's right in your TV. Whenever it's tuned to Home Shopping Club.

As a special incentive for first-time buyers, you'll get \$5 in Spendable Cash™ off your first order.



Where America Flips for Bargains™

HSN is an American Book Exchange Company. Trading Symbol HSN. All Rights Reserved.

Home sweet home has been replaced by the store-in-the-set, according to Home Shopping Network's multi-media marketing push.

as a necessary downside to a greater potential upside. "To buy the kind of

See Spot, page 49

Spot TV buys by some cable networks

1st Quarter 1988

Cinemax	\$2,117,600
Nickelodeon	1,199,100
HBO	1,115,100
VH-1	401,400
The Disney Channel	218,200
Showtime	153,200
American Movie Classics	36,200
The Movie Channel	31,700
SportsChannel	22,500
The Discovery Channel	5,600
USA Network	1,900
CBN Cable Network	1,300
MTV	400
CNN	100

Source: Broadcast Advertiser Reports

1st Quarter 1987

HBO	\$3,622,500
Showtime	149,100
Cinemax	136,600
SportsChannel	33,100
The Disney Channel	30,500
The Movie Channel	17,800
USA	15,600
CNN	14,400
WTBS	14,100
ESPN	7,500
A&E	6,100
Lifetime	4,900
The Nashville Network	300

Total 1987 National Spot

HBO	\$6,376,600
Cinemax	4,360,200
MTV	1,296,400
The Disney Channel	1,226,600
Nickelodeon	429,000
Showtime	336,200
SportsChannel	317,900
ESPN	79,900
The Movie Channel	62,000
CNN	43,800
USA Network	29,900
CBN	19,800
WTBS	18,800
A&E	13,500
American Movie Classics	12,500
Lifetime	6,300
The Discovery Channel	2,100
The Nashville Network	300



Spot, from page 44

schedule we are looking to buy, we really have no choice," says Robert Friedman, senior vice president of marketing and promotion for MTV/VH-1. "There is going to be an element of waste."

To pare that down, many networks purchase national spot in place of the broadcast networks. "We'll use television and cherry pick," says Friedman. For example, an MTV spot reaches 85 percent of its targeted audience. That audience will see the ad an average of five or six times over the course of a three-week flight. "We'll buy a show that'll skew to the demo," he says.

Accomplishing that goal consistently is difficult, however. Friedman says the number of network and syndication shows fitting the profile of the four MTV Networks channels is small. For MTV, the network currently buys young adult/older teenager audience programs such as *Late Night with David Letterman* and *Saturday Night Live*. "In some cases we'll buy some of the morning (network news) shows to reach the advertising trade," says Friedman, in order to tap older viewers. Other MTV Networks services, such as Nickelodeon, buy early-fringe time periods on stations, where chunks of kids programming is scheduled.

Direct mail, the retail store

Back in the heyday of pay cable, when network television viewers were clamoring for movie services, HBO concentrated its TV ads on the broadcast networks. Now that the pay cable fever has subsided somewhat, the pay service has seen that it needs to be more aggressive locally with national spot as an important marketing tool. Dan Levinson, vice president of advertising and promotion for HBO, says the other major marketing tool is direct mail.

The switch to customizing HBO's message to individual markets is more efficient, says Levinson. "When you buy network television there is no guarantee that there will be local retail activity (i.e., direct mail). So we tend to put our media where the local action is. Direct mail becomes the retail store," he says.

Levinson adds that spot television accounts for roughly 35 percent of HBO's \$50 million-plus yearly marketing budget. Among its major promotions, HBO runs three big seasonal campaigns, spending around \$10 mil-

lion for each.

In the future, cable networks' reach into over-the-air stations will become more difficult. That is why many are shifting ad dollars into other areas, and radio is one effective route. With radio, a network can buy specific demographics to suit its needs. Networks which have taken a pass on spot buy radio for just this reason. Many other networks that do use spot TV also buy radio time as a complement. Also, cable networks buy time on other cable networks either directly or through local system

avails.

Print is another alternative. MTV, for instance, has increased its exposure in print to cover the many networks and programs.

When money talks...

It is ironic that as cable is being pressured to find other media in which to advertise, the broadcast networks are spending more advertising dollars

See **Spot**, page 53

predicament

Find one sure-fire method for building audiences, retaining subscribers and increasing upgrades.

Prevue Guide puts audience-building program promotion and program logs on one channel. And subscribers view this as a solution to their need for current information.

Be a hero. Put Prevue Guide on your cable system. Your viewers will thank you . . . and watch you.



PREVUE
Guide SM

**THE NEW POWER
IN PROGRAM PROMOTION**

For a Prevue Guide Video Prevue



Spot, from page 51

on the cable networks. That caused USA's Besch to wonder why affiliates that benefit from their network's promotional efforts would be so nervous when cable programmers try to do the same.

This is not to say that all cable nets are having problems buying spot. MTV, for instance, buys plenty (see chart), especially for Nickelodeon, which jumped in the first quarter of this year. The pays, apparently due to their lesser distribution, also don't have problems buying spot. Other programmers, like The Nashville Network, say over-the-air is just too costly and, again, less efficient than buying time on other cable networks or radio.

For those channels that have encountered resistance by TV stations, experts says things will turn around. Andrew Sereysky, vice president of advertising and program promotion for Showtime/TMC, recalls that years ago network affiliates shunned cable advertising because of its potential threat, even though independent stations never seemed to mind. But the current paranoia shouldn't be around too long: "Given the economics of the television industry, (stations) will take whatever

they can get," says Sereysky.

Some stations executives agree that advertising guidelines can be worked out to give cable the exposure it wants. "Generally, it wouldn't be a problem," says Jack Donovan, general sales manager at independent WPWR-TV Chicago, on taking cable ads. Another independent, WATL-TV Atlanta, says it also is cable-friendly. "We never had any restrictions," says General Manager John Serrao, concerning cable ads.

Even those few network affiliates which have stopped selling time to

cable will come around, says one advertising agency executive, especially when the cable advertising cloud clears to reveal a profitable bottom line. And then there are those that continue to do business with cable. WJBK's Clayton won't stop the extra dollars coming his way—his station sells time for HBO, for instance. But like HBO's spots they need to be generic ads. What does this mean? One advertising executive says just like many other television enterprises, "The affiliates want their cake and eat it, too." ■

MARKETING NOTES

■ **Home Box Office** launched a new affiliate incentive program July 11, aimed at lifting hotel/motel market sales.

As part of the program, HBO will pay a bonus to affiliates that sign a two-year contract with hotels or motels in their service area, provided that the network is launched this year. The bonus amounts to \$3 per room. Hotels not open on a year-round basis must sign at least a three-year contract in order for the affiliate to qualify for bonus payments.

A separate \$2 per-room bonus will go to the participating hotel or affiliate towards purchase of marketing materials to be delivered to the hotel at no charge.

The program, dubbed "Hot Hotel Hunt '88" is in effect through Labor Day.

■ **Home Shopping Network** soon will begin marketing health care and financial planning services to the public, under a pair of joint venture arrangements concluded last week.

Vitamins and minerals, together with other health and nutritional goods,

preconceived notion

Only the major cable networks are
attracting viewers



PREVUE
GuideSM

**THE NEW POWER
IN PROGRAM PROMOTION**

Sources: Malarkey-Taylor Associates' average usage study, 1988. A.C. Nielsen, Feb. 1988 NHI Special Viewership Report (ex. Chicago & Atlanta DMAs). Cable Network figures are weeklong cums. Complete survey results available on request.

The fact is, Prevue Guide rates right up there with the top-ranked cable networks, finishing second only to WGN/WTBS in cume weekly viewership.

WGN/TBS 59.7%

PREVUE GUIDE 54%

USA 33.9%

ESPN 29.5%

CNN 22.4%

CBN 20.1%

Prevue Guide subscribers are active viewers (55% use Prevue Guide to plan the next programs to watch; 80% find the prevues enjoyable). Prevue Guide subscriber tune-in isn't such a crazy notion after all.

CALL 1-800-331-4806
For a Prevue Guide Video Prevue



BUSINESS & FINANCE

MORE BABYLON THAN BEIRUT.

Only One New York Area TV News Network Delivers More Long Island News To More Long Islanders.

Only News 12 delivers news Long Islanders want. More Babylon than Beirut. More Montauk than Manhattan. That's why 540,000 adults tune us in every 24 hours. And why 76% of our viewers see us at least five days a week.* When adult cable viewers call us their most valuable local TV news source by 2 to 1 over the nearest competitor,* you know the news is good for advertisers.

Call: Tom Pellegrino (516) 364-3640 or Phil DeCubiti (212) 899-5380

*Source: Owens Cablemetrics Inc., 1988.
One Media Company
Woodbury, N.Y. 11797

**NEWS
12**

LONG ISLAND
24 Hours Everyday.

MORE QUOGUE THAN QUEENS.

Only One New York Area TV News Network Delivers More Long Island News To More Long Islanders.

Only News 12 delivers news Long Islanders want. More Babylon than Beirut. More Montauk than Manhattan. That's why 540,000 adults tune us in every 24 hours. And why 76% of our viewers see us at least five days a week.* When adult cable viewers call us their most valuable local TV news source by 2 to 1 over the nearest competitor,* you know the news is good for advertisers.

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One Media Company
Woodbury, N.Y. 11797

**NEWS
12**

LONG ISLAND
24 Hours Everyday.

MORE MONTAUK THAN MANHATTAN.

Only One New York Area TV News Station Delivers More Long Island News To Long Islanders.

News 12 Long Island. We're the 24-hour network that puts Long Island first. Seen in over 535,000 cable homes in the most lucrative market in America.

It's taken just 15 months for adults in Nassau/Suffolk cable homes to call us their most valuable local TV news source. In fact, 76% of our viewers watch us at least five times a week.* More market for your money. News 12 Long Island.

Call: Tom Pellegrino (516) 364-3640 or Phil DeCubiti (212) 899-5380

*Source: Owens Cablemetrics Inc., 1988.

One Media Company Woodbury, N.Y. 11797

**NEWS
12**

LONG ISLAND
24 Hours Everyday.

Cablevision Systems touts its control over the Long Island DMA by offering—and marketing—its News 12 service.

The advertising payback from blanketing an ADI

By Virginia Munger Kahn

When the Group W systems were up for sale three years ago, Allan Eisenberg, executive director of national advertising sales at American Television and Communications, lobbied hard to convince ATC senior executives that buying Group W's Los Angeles area systems would be a smart move. If the company could gain control of a chunk of the Los Angeles market, ATC would control a substantial number of subscribers in the two largest TV markets in the country, thereby increasing ATC's ability to sell local advertising, Eisenberg reasoned.

"There's always been a philosophy of clustering to take advantage of that very thing," Eisenberg said recently. "But I'm not sure other (ATC) executives" saw the rationale behind the

Lust for local ads now should drive system clustering

push for the L.A. systems, he says. Those systems ended up going to Comcast and Century Communications; ATC bought more than 500,000 Group W subscribers in other major markets.

Industry prognosticators long have touted the day that MSOs begin trading cable systems in order to gain control of ADIs or DMAs (advertising markets which correlate to cities, towns and their surrounding areas). As advertising sales continue to grow in importance as a revenue source, the reasoning goes, operators will move to control these areas in order to compete

on an equal footing against newspapers and broadcast stations for advertising dollars.

As Eisenberg's experience indicates, that day has not quite arrived. Major markets, such as New York, Los Angeles and Philadelphia, still are fragmented and served by numerous cable operators. Many cities still are undergoing development, and clustering strategies continue to be driven by the desire to increase the number of subscribers and to gain management efficiencies, but not advertising dollars.

That this is the case is understandable. This year net operator advertising revenues should total \$309 million, or about two percent of total cable revenues of \$12.8 billion, according to figures compiled by Paul Kagan Asso-

See Ads, page 66



Ads, from page 64

ciates. By 1994, however, that percentage should more than double and operators will be pulling down more than \$1 billion in advertising income.

Most large MSOs say they understand the importance of providing a unified market approach to ad sales if they are going to successfully exploit this growing revenue stream. The concept is important when it comes to selling advertising on the local level in terms of ease of transaction and simplification of the message going into the market.

But, where the concept is critical is in the sale of advertising on a regional or national spot basis, because as Bob Fennimore, president of Rainbow Advertising Sales Co., notes, "that's the only way (its) sold."

Many cable advertising executives feel that it is in regional and national spot sales that the real growth in advertising will come in the future and therefore it is incumbent on cable executives to start thinking seriously in terms of unified advertising markets. Eventually cable will carve out a unique niche for itself that also will take advantage of its ability to target discrete markets, these executives say. But first, cable operators must compete on a market-by-market basis.

Evidence is that where cable companies do control a large proportion of their geographic market, they are having more success with advertising sales than those companies in more fragmented markets. Where a single cable operator does not control an ADI, the companies have taken other steps, such as forming interconnects, to act as one-stop buying shops for regional and national advertisers.

Specifically, those companies with the best advantages are those that cover medium-sized markets where control of a large percentage of the ADI is in the hands of a single operator. Those types of systems generate "a helluva lot more national and regional advertising" than systems located in major markets, notes Bill Bernard,

president of United Cable Advertising Inc., a subsidiary of the Denver-based MSO.

For Bernard, that means United's Hartford, Conn.; Tulsa, Okla.; and Denver cable systems perform the best based on the percentage of available local ad dollars in the market. For ATC, that means its Orlando/Melbourne, Fla., and Honolulu, Hawaii, systems are particularly successful. Cox Cable reports that Santa Barbara, the 125th ADI, and Gainesville, Fla., the 150th ADI, are its most profitable cable ad sales markets.

The key to success in places like that,

as 40 percent of the ADI. In contrast, in Los Angeles, United Cable's 35 percent of homes passed may represent only 12 percent of the entire ADI.

"There's no question about it; in smaller ADIs we are TV," says Cox's Kantor. Kantor estimates that Cox probably takes out half as much ad money from major markets as it does from markets such as Santa Barbara and Gainesville. This year both those markets will generate more than \$20 per subscriber in advertising revenues.

George Bernard, vice president for ad sales at Daniels & Associates, also says his company's systems in medium

to small markets are the best performers in ad sales right now. San Bernardino, Calif., for example, will do over \$1 per subscriber per month this year, he says, while Sonora, near Yosemite National Park, is completely outside any ADI and yet has one the company's best ad sales efforts.

ATC's Eisenberg says his company pushes the ADI concept in its central Florida operations, where systems in Orlando and Melbourne, which to-

gether represent more than 217,000 households, will generate over \$2 million in ad sales this year. The company's Honolulu system, which serves about 200,000 homes, also will generate \$2 million this year in sales.

When cable operators cannot control a market, however, they have devised innovative approaches to unifying the market. Cox Cable, for example, has decided that where it is the majority player, it will seek to represent other operators in selling advertising time on their systems. When it is not the majority player, it has turned over that function to the larger operator.

According to Kantor, "we'd like to purchase subscribers. But in all the markets where we are the dominant operator, we'd like to 'turnkey' the ad sales effort." That strategy recently has led the company to take control of the Tidewater Interconnect in southern Virginia from Warner Cable and Daniels. More recently it has negotiated with Metrovision to run the ad sales efforts in Omaha, Neb., where



'The heart of the matter is that the (advertising sales) rep has a much better story to tell' in smaller ADIs.

—Bill Bernard,
president,
United Cable Advertising

according to MSO ad sales executives, is the lack of strong competition from network owned-and-operated stations and independents. In the major markets where these broadcast outlets dominate, pricing is highly competitive. With so many advertising outlets, a demand/supply situation takes over. As David Kantor, vice president for ad sales at Cox Cable Communications, notes, "We can't charge more than affiliates."

Also, advertising agencies tend to demand more ratings information and cost analysis in major markets, two areas where many cable operators still cannot compete with broadcasters.

Finally, MSOs have a greater chance of owning a large or majority stake in the franchises covering these medium-sized cities as opposed to the franchises for major markets such as New York and Los Angeles. "The heart of the matter is that the (advertising sales) rep has a much better story to tell" in these smaller ADIs, says Bernard.

For example, United Cable serves 60 percent of the homes passed in Hartford, which may represent as much

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Ads, from page 66

both companies now operate.

On the other hand, Cox Cable has turned over the sales effort in Bakersfield, Calif., to Warner, which is the larger operator in that market, and allows its Cranston/Johnson system outside Providence, R.I., to be represented by Colony Communications.

Each market will be "led forward" by one entity, says Kantor, and that's important for eliminating confusion among media buyers and allowing the market to develop to its full potential.

Getting connected

The interconnect is the most well-tested method for approaching the market on a unified basis when in fact there is no unity of ownership. Most major MSOs participate in interconnects in the major markets, and industry executives view these ad sales instruments as long-term players in the business.

"It is enormously important to work with other MSOs to form interconnects," says ATC's Eisenberg. Regional advertisers always are looking for ADIs, and in time interconnects will help national agencies sell national spot advertising, notes United's Bernard.

While it is still early in the game, the interconnects that have been formed so far have been fairly successful. Penny Taylor, general manager for the Northwest Cable Interconnect in Seattle/Tacoma, Wash., predicts that its revenues next year will more than double those of two years ago. Allen Turner,

TOP 10 INTERCONNECTS		
Interconnect	Coverage Area	Subscribers
1. New York Interconnect	New York City	2,000,000
2. Cable TV Network of New Jersey	New Jersey	1,401,000
3. Boston Interconnect	Boston	902,000
4. Connecticut Cable Network	Connecticut	808,916
5. Greater Philadelphia Cable	Philadelphia	709,000
6. Bay Area Interconnect*	San Francisco-Oakland	675,000
7. Detroit Interconnect	Detroit	610,000
8. Tampa Bay Interconnect	Tampa	561,000
9. Metrobase Cable Advertising	Philadelphia	543,000
10. Network Media	Chicago	534,000

Source: Cabletelevision Advertising Bureau/interconnects

*Does not reflect announced merger with Cable AdNet in San Francisco. Merged venture will cover approximately one million homes.

president of the Greater Philadelphia Advertising Interconnect, predicts that this year the system will post revenues of over \$2 million, while Fennimore reports the New York cable interconnect currently is running 50.4 percent ahead of last year.

Taylor says she positions the Northwest Interconnect, which is jointly owned by Viacom Cable and Telecommunications Inc., as a competitor to the three independent television stations in that market and that the interconnect successfully delivers advertisers 12 percent of the TV viewing audience, comparable to the viewing audiences of the indies.

"We're picking their shares," she says of the broadcast stations. "I'm taking other people's advertising."

According to Taylor, the interconnect garners approximately three per-

cent of the money that goes into advertising in that market each year. That percentage is not bad considering that \$170 million goes into both national spot and newspaper advertising and another \$85 million goes into radio advertising.

But United Cable's Bernard bemoans the low percentages even his top performing systems take out their otherwise successful markets. In Hartford, Denver and Tulsa, advertising going into cable represents approximately 1.5 percent of the total dollars going into advertising. In Los Angeles, while the company is generating \$15 to \$17 per subscriber, those figures represent just three-quarters of one percent of the total ad dollars being spent in the L.A. market.

"It is that type of analysis we need to get to in this industry," says Bernard. "Advertising sales is a much more competitive environment" than cable executives are used to operating within, he indicated.

For the long term, most industry executives predict that the percentage of revenues they receive from national spot and regional advertising will grow from current low levels of 10 to 20 percent to perhaps as much as 50 percent of total advertising dollars. Factors that will play a role in the realization of that prediction will be the buildout of the cities, the narrowing down of the ad representative business to one or two powerful firms, and the education of media buyers in buying cable.

If cable could get just a small percentage of the \$9 billion spent last year on TV and radio spot advertising, "that would represent a big dollar increase" in cable ad revenues, notes

'There's no question about it; in smaller ADIs we are TV.'

—David Kantor,
vice president/ad sales
Cox Cable Communications



Bob Alter, president of the Cable television Advertising Bureau.

In the bigger markets, at least, many industry executives say that cable's ability to attract those regional and national advertising dollars will depend on its ability not only to deliver unified markets to advertisers, but also its ability to provide discrete markets within the larger ADI. "There are many large spot markets with markets within markets," notes Alter, pointing to cities such as Los Angeles, New York and Chicago.

"For the short term, we have to buy ADIs and sell that," says United's Bernard. "But that throws away the geographic selectivity that is cable's strength. If we sell ADIs, we'll end up on the bottom of the heap," he asserts, reflecting a common view among industry executives that local broadcasters always will be more efficient buys for advertisers trying to reach an entire market.

The answer is to define smaller geographic areas where cable is dominant and then sell those Areas of Cable Influence, as Bob Alter puts it. As it is, advertisers such as auto dealer associations, certain franchisees and financial services often are structured along territorial lines that do not necessarily jive with total ADIs, he notes.

Two companies that have found the sub-market concept to be successful have been Cablevision Systems and Viacom, both of which have carved out the Long Island market from the New York ADI and found it to be among their most lucrative ad sales efforts. "We can generate revenues unthought of before," said Rusty McCormack, vice president of Cablevision and RASCO.

In 1982 when Cablevision first started its ad sales efforts, it projected it would generate \$225,000 in advertising revenues. Instead, it generated \$1.2 million and the business has been going that way ever since. This year Cablevision will exceed \$16 per subscriber in local ad sales alone, according to McCormack.

Cablevision is unique in that it sells its regional news and sports services along with other cable channels to advertisers on a local, regional and



'It is enormously important to work with other MSOs to form interconnects.'

—Allan Eisenberg,
exec. dir./national ad sales
American Television
and Communications

now represents 50 percent of the San Francisco ADI, will seek to provide national advertisers with the ability to reach that entire market as well as discrete markets within the ADI. Those markets may be defined as those that are heavily penetrated or those that fit certain zip codes or pockets of demographics, says Viacom Director of Advertising Sales Dan McCarthy.

"We don't need to put ourselves in

the same boat as broadcasting," notes McCarthy. "We can do a lot that TV can't do," he says.

In the end, executives note that cable first must get the fundamentals down of selling advertising to national and regional advertisers. As one advertising industry executive put it, buying cable on a national spot or regional basis has not been made easy. ■

national basis. Recent national advertisers on those channels have included Lever Brothers, Dupont and Citibank.

Advertisers are "buying as if (we) had a TV station out here," he says, noting that Cablevision serves 65 percent of all the homes on Long Island. There are no major television stations there.

The Bay Area Interconnect, which

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Satellite Lineup

Satcom III-R (GE Americom)

Transponder

Arts & Entertainment	24
BET	20
Cable Radio Network	4
Cinemax (West)	23
ESPN (Blackout)	7
The Fashion Channel	1
Financial News Network	11
Genesis Storytime	3
HBO (East)	13
Home Shopping Network	22
The Learning Channel	2
Lifetime	17
National Jewish Television	18
QVC Network	8
Reuter Monitor Service	18
Shop Television Network	5
Tempo Sound	6
Tempo Television	6
The Travel Channel	16
Trinity Broadcasting Network	3
TV Decisions	24
USA Network (West)	10

Satcom IV (GE Americom)

Transponder

Alternate View Network	10
American Movie Classics	10
Biznet	6
Bravo	2
Family Guide Network	24
The Fashion Channel	14
Gospel Music Network	3
Hit Video USA	18
Home Shopping Network 2	1
Home Sports Entertainment	11
Home Team Sports	22
Liberty Broadcasting Network	7
Madison Square Garden Network	6
Movietime	17
National Black Network	19
New England Sports Network	13
Nickelodeon (West)	4
Nostalgia Channel	21
The Playboy Channel	24
Playboy On Demand	24
Prime Ticket	20
The Silent Network	23V
SportsChannel-New England	23
SportsVision	9
WPIX—New York	19

Satcom F2 (GE Americom)

Transponder

WABC	4
WCBS	2
WNBC	12

Satcom F4 (GE Americom)

Transponder

KKGO	16
KTLA	16
KTVT (Dallas/Ft. Worth)	3

Westar III (Western Union)

Transponder

CNN	5
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Westar IV (Western Union)

Transponder

Atlantic City Horse Racing	6
Cable News Network (CNN)	16
Catholic Telecommunications Network of America	11
International Television Network	10D
Public Broadcasting Service	15, 17, 21, 23
Texas State Network	2

Westar V (Western Union)

Transponder

Moody Broadcasting Network	7D
Pro-Am Sports System (PASS)	8
The University Network	2
Zephyr Weather Information Service	7D

Telstar 303 (AT&T)

Transponder

American Exxtasy	19
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Galaxy I (Hughes)

Transponder

CBN Cable Network	11
Cinemax (East)	19
CNN	7
Country Music Television	13
The Discovery Channel	22
The Disney Channel (East)	4
(West)	24
Electra	18
Prevue Guide	3
ESPN	9
GalaVision	20
HBO (West)	1
Headline News	8
The Inspirational Network (PTL)	17
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
Request Television	12
Seeburg Adult Contemporary	3
Seeburg Contemporary Instrumental	3
Showtime (East)	5
Showtime (West)	16
Univision	6
USA Network (East, Central)	21
WGN	3
WWOR	15
WTBS	18

Galaxy II

Transponder

Stardust Theatre	2
------------------	---

Galaxy III

Transponder

ACTS Satellite Service	7
Cable Value Network	9
Cable Video Store	5
C-SPAN	24V
C-SPAN II	14V
Eternal Word Television Network	10
Galactic Radio	11
Home Premiere Television	16
Lifetime	20
The Meadowlands Racing Network	17
Mind Extension University	11
MTV Music Television	17
Nick At Night	19
Nickelodeon	19
NuStar	12
Video Hits One (VH1)	15
Viewer's Choice 1+2	21, 18
The Weather Channel	13

Spacenet I (GTE)

Transponder

SelecTV	2
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Spacenet II (GTE)

Transponder

SelecTV	5
Zap! Movies 1,2,3	2, 1, 12
Zap! Previews	6

Note: A company name in parentheses following a service or network designates the transponder owner. Source: International Thomson Communications Inc.

Top 100 MSC's

Rank	Multiple system operator	Basic subs				
1.	Tele-Communications Inc.	5,200,000	(12/87)	54.	U.S. Cable Corp.	146,242 (6/88)
2.	American Television and Communications Corp.	3,780,000	(5/88)	55.	Armstrong Utilities	146,203 (5/88)
3.	Continental Cablevision	2,228,000	(4/88)	56.	McDonald Group	142,548 (4/87)
4.	Storer Cable Communications	1,488,534	(5/88)	57.	Triax Communications	141,000 (6/88)
5.	Warner Cable Communications Inc.	1,454,999	(5/88)	58.	Palmer Communications	137,973 (5/88)
6.	Cox Cable Communications	1,441,849	(5/88)	59.	Summit Communications	130,106 (6/88)
7.	Comcast	1,383,724	(5/88)	60.	Cable Systems USA	129,078 (4/88)
8.	United Cable	1,210,436	(5/88)	61.	Senic Communications	116,656 (6/88)
9.	Viacom Cablevision	1,097,000	(6/88)	62.	King Videocable	116,086 (5/88)
10.	Newhouse Broadcasting	1,078,336	(6/88)	63.	Northland Communications	115,226 (4/88)
11.	Cablevision Systems Corp.	1,070,861	(6/88)	64.	Breenan Communications Co.	114,429 (5/88)
12.	Heritage Communications Inc.	1,057,541	(5/88)	65.	Booth Communications	110,207 (5/88)
13.	Jones Interchange	933,541	(4/88)	66.	Susquehanna Broadcasting	108,486 (5/88)
14.	Times Mirror Cable Television Inc.	841,687	(5/88)	67.	Midcontinent Cable Systems Co.	96,789 (4/88)
15.	Sammons Communications Inc.	814,612	(6/88)	68.	Omega Communications	90,500 (3/88)
16.	UA CableSystems Corp.	680,400	(3/87)	69.	WEHCO Video	89,078 (12/87)
17.	Century Communications Corp.	677,000	(4/88)	70.	United Video Management	86,341 (12/87)
18.	Paragon Communications	620,425	(6/88)	71.	Pencor Service	85,264 (1/88)
19.	Coke Cablevision	599,376	(7/88)	72.	Coaxial Communications	84,859 (9/87)
20.	Cablevision Industries	594,315	(3/88)	73.	Selirk Communications	73,200 (7/88)
21.	Adelphia Communications	542,081	(5/88)	74.	Wester Communications	70,097 (4/88)
22.	Telecable Corp.	537,632	(6/88)	75.	Rock Associates	67,802 (5/88)
23.	Rogers CableSystems Inc.	529,708	(12/87)	76.	Chambers Communications Corp.	61,471 (12/87)
24.	Daniels & Associates	525,117	(4/88)	77.	Mountain Cable Co.	59,746 (1/88)
25.	Scripps-Howard	430,990	(12/87)	78.	Insight Communications	56,964 (6/88)
26.	Westcoast Cable TV Inc.	429,662	(5/88)	79.	Cardinal Communications	57,734 (5/88)
27.	Prime Cable Corp.	422,442	(5/88)	80.	Heart Communications of California	55,122 (4/88)
28.	Post-Newsweek	380,579	(4/88)	81.	C-TEC Cable Systems	52,347 (6/88)
29.	Thie-Media	384,648	(5/88)	82.	Joseph Gans Cable TV	52,000 (4/88)
30.	Multivision Cable	381,627	(4/88)	83.	State Cable TV	51,939 (3/88)
31.	Falcon Cable TV	343,000	(3/88)	84.	Douglas Communications	50,741 (3/88)
32.	TCI Group	337,999	(1/88)	85.	Helson Corp.	50,000 (3/88)
33.	Lentsoft Group	327,378	(4/88)	86.	New England Cablevision	49,586 (6/88)
34.	Maclean Hunter Cable TV Ltd.	322,225	(5/88)	87.	Backus and Elkin Communications	49,142 (6/88)
35.	WestMar Communications	318,068	(5/88)	88.	Galaxy Cablevision	48,500 (4/88)
36.	Multimedia Cablevision	313,187	(4/88)	89.	Prestige Cable TV, Inc.	48,434 (5/88)
37.	Rifkin & Associates	300,200	(5/88)	90.	Telecast Cablevision, Inc.	47,755 (4/88)
38.	Colony Communications Inc.	262,457	(6/88)	91.	Dunreay Media Group	45,869 (4/88)
39.	Western Communications	255,396	(6/88)	92.	LeadsAmerica	42,337 (5/88)
40.	TKR Cable Co.	251,056	(7/88)	93.	Lowland Communications	42,178 (5/88)
41.	Star Cablevision Group	245,950	(6/88)	94.	CableSouth, Inc.	41,390 (5/88)
42.	Simmons Communications	229,738	(4/88)	95.	Acton Corp.	38,500 (10/87)
43.	Communications Service Inc.	225,000	(4/88)	96.	Countryside Cable	35,000 (2/88)
44.	Concom Cable	224,052	(5/88)	97.	ParCable	34,342 (4/88)
45.	Taf Cablepartners	207,880	(6/88)	98.	Nickelson Media Inc.	30,611 (7/88)
46.	Service Electric Cable TV Inc.	205,000	(6/88)	99.	Harmon Cable Communications	29,202 (3/88)
47.	Hauser Communications Inc.	199,141	(4/88)	100.	Fanch Communications	27,210 (12/87)
48.	Greater Media	170,588	(6/88)			
49.	Harron Communications	164,389	(5/88)			
50.	Media General Inc.	154,200	(6/88)			
51.	Columbia International	151,243	(4/88)			
52.	Sutton Capital Corp.	152,053	(11/87)			

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Top 100 Systems

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Top 100 Systems

Rank	Location	Operator	Basic subs						
1.	Woodbury (Long Island), NY	Cablevision Systems Corp.	304,559	(6/88)	51.	Escondido, CA	Times Mirror	96,519	(4/88)
2.	San Diego, CA	Cox Cable	294,343	(3/88)	52.	Richmond, VA	Continental	94,584	(4/88)
3.	Manhattan, NY	ATC	245,000	(3/88)	53.	Dade-Broward, FL	Storer	94,577	(5/88)
4.	San Antonio, TX	Rogers CableSystems	221,894	(12/87)	54.	Boston, MA	Cablevision Co.	92,315	(6/88)
5.	East Orange, NJ	Maclean Hunter	203,117	(5/88)	55.	Pittsburgh, PA	TCI	91,000	(12/87)
6.	Paget Sound, WA	Viacom	203,000	(6/88)	56.	Nashville, TN	Viacom	90,000	(6/88)
7.	Honolulu, HI	ATC	194,000	(3/88)	57.	Chicago, IL	Group W	89,500	(7/88)
8.	Phoenix, AZ	Times Mirror	191,126	(4/88)	58.	Worcester Complex, MA	Greater Media	89,497	(6/88)
9.	Houston, TX	Warner Cable	189,104	(6/88)	59.	Jackson MS-Monroe LA	ATC	89,000	(3/88)
10.	Hartford/Plainville/Vernon, CT	United Cable	172,289	(5/88)	60.	Milwaukee, WI	Warner	88,126	(5/88)
11.	Chicago (suburbs)	Continental	168,000	(4/88)	61.	Wichita, KS	Multimedia Cablevision	86,929	(12/87)
12.	Wayne, NJ	UA CableSystems	166,241	(5/88)	62.	Las Vegas, NV	Prime Cable	86,852	(5/88)
13.	Louisville/Jeff. Co., KY	Storer Communications	163,722	(5/88)	63.	Orange County, CA	Times Mirror	86,607	(4/88)
14.	Englewood, CO	United	161,002	(5/88)	64.	Greensboro, NC	ATC	86,000	(3/88)
15.	Rochester, NY	ATC	161,000	(6/88)	65.	Dover, Morristown, NJ	Sammons	82,871	(5/88)
16.	Cincinnati, OH	Warner	158,929	(5/88)	66.	Portland, OR	Rogers	82,587	(6/88)
17.	Hampton Roads, VA	Cox Cable	158,003	(3/88)	67.	Harrisburg, PA	Sammons Communications	82,334	(5/88)
18.	Fairfax, VA	Media General	154,000	(6/88)	68.	South Bend, IN	Heritage	80,776	(5/88)
19.	Atlanta, GA	Prime Cable Corp.	153,557	(3/88)	69.	Oakland County, MI	United	80,564	(5/88)
20.	Jacksonville, FL	Continental Cablevision	153,000	(4/88)	70.	New Orleans, LA	Cox Cable	80,348	(3/88)
21.	Tulsa, OK	United	152,287	(5/88)	71.	Baton Rouge, LA	Daniels & Assoc.	79,586	(4/88)
22.	Connecticut Complex	Cablevision Co.	147,382	(6/88)	72.	Akron, OH	Warner	79,070	(5/88)
23.	Cherry Hills, NJ	NYT	145,075	(7/87)	73.	Hillsborough, FL	Paragon	79,000	(4/88)
24.	Orlando, FL	ATC	143,580	(6/87)	74.	Columbus, OH	Warner	78,454	(5/88)
25.	San Jose/Campbell, CA	Gill Cable	137,358	(6/88)	75.	Indianapolis, IN	ATC	78,000	(3/88)
26.	Kansas City, MO	ATC	137,000	(12/87)	76.	St. Petersburg, FL	Paragon	78,000	(4/88)
27.	Baltimore County, MD	Comcast	136,096	(6/88)	77.	Independence, MO	Jones Interchange	77,958	(7/88)
28.	Upper Manhattan, NY	Paragon Cable	136,000	(4/88)	78.	Naples, FL	Palmer Communications	77,934	(5/88)
29.	Buffalo, NY	Adelphia Communications	132,801	(3/88)	79.	Albuquerque, NM	Jones Interchange	77,861	(7/88)
30.	Charlotte, NC	ATC	128,000	(3/88)	80.	Bedford Complex (Boston Suburbs), MA	Warner	77,167	(5/88)
31.	St. Louis Co., MO	Concom Cable	127,476	(6/88)	81.	South Texas, TX	Heritage	77,160	(5/88)
32.	Memphis/W. Memphis, TN	ATC	126,000	(12/87)	82.	Cleveland Heights, OH	Viacom	76,000	(6/88)
33.	San Francisco, CA	Viacom	123,000	(6/88)	83.	Allentown, PA	Service Electric	75,000	(9/87)
34.	Pompano, FL	Continental	123,000	(4/88)	84.	Melbourne-Cocoa, FL	ATC	74,200	(6/87)
35.	San Diego, CA	ATC	121,000	(3/88)	85.	Fayetteville, NC	ATC	74,000	(3/88)
36.	Long Island, NY	Viacom	120,700	(3/88)	86.	Flint, MI	Comcast	72,923	(6/88)
37.	Austin, TX	ATC	119,000	(3/88)	87.	Little Rock, AR	Storer	72,681	(5/88)
38.	Seattle, WA	TCI	112,500	(12/87)	88.	Providence-Warwick, RI	Times Mirror	73,605	(5/88)
39.	Warren, NJ	TKR	112,116	(7/88)	89.	Omaha, NE	Cox Cable	73,361	(3/88)
40.	Toledo, OH	Blade Communications	108,861	(5/88)	90.	Ocean County, NJ	Adelphia	72,355	(3/88)
41.	Dallas, TX	Heritage	107,680	(5/88)	91.	Lincoln, RI	Heritage	71,625	(5/88)
42.	Southeast Michigan	Comcast	104,803	(6/88)	92.	Contra Costa Co. CA	WestMar Communications	70,642	(5/88)
43.	San Juan, PR	Multivision Cable	104,757	(12/86)	93.	Oklahoma City, OK	Cox Cable	70,371	(3/88)
44.	Grand Rapids, MI	UA CableSystems	103,661	(6/88)	94.	Des Moines, IA	Heritage	70,148	(5/88)
45.	Wilmington, DE	Heritage	103,255	(5/88)	95.	Santa Monica, CA	Century	69,900	(12/86)
46.	Jefferson Parish/Kenner, LA	Cox Cable	101,919	(3/88)	96.	San Fernando Valley, CA	Cablevision Industries	69,378	(7/88)
47.	Pineellas County, FL	Viacom Cable	100,614	(6/88)	97.	Birmingham, AL	ATC	69,000	(3/88)
48.	Tacoma, WA	Viacom	99,000	(6/88)	98.	El Paso, TX	Paragon	69,000	(4/88)
49.	Raleigh/Durham, N.C.	ATC	98,000	(3/88)	99.	Syracuse (suburbs), NY	NewChannels Corp.	68,617	(6/88)
50.	Indianapolis, IN	Comcast	97,790	(6/88)	100.	New Haven, CT	Storer	68,063	(5/88)